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SEOUL SKY

LOTTE WORLD TOWER

Experience the Unrivalled Beauty of Seoul at SEOUL SKY

The Seoul Sky Observatory is located at the top of the Lotte World Tower, the world's fifth tallest building standing 123 stories and 555 meters high. As the tallest building in South Korea, it is the only place where you can take in a gorgeous 360-degree view of Seoul, the capital city of South Korea roaring with brilliant history and dynamic modern culture.



Urban Safari

MARKET VISIT GUIDE



SEOUL

Lotte Department Store

B1

1 OUR bakery



@ourbakerycafe Bakery

OUR Bakery is a trendy bakery café with over 27 locations in Korea and expanding into China. It is renowned for its modern appeal and popular pastries, including the Dirty Choco, dusted with cocoa powder, and the Palmier.

2 Leesungdang



@leesungdang_1945 Bakery

Founded in 1945 in Gunsan Jeonbuk, "Leesungdang" is one of Korea's oldest bakeries. With five stores in Seoul and its original location, it is renowned for its red bean and vegetable buns, blending traditional recipes with modern flavors.

3 Scoff



@scoffbakehouse Patisserie

Scoff, operated by a British chef, has four locations, including its flagship in Seochon. Known for its butter scones, the menu also includes moist brownies, cranberry hot cross buns, and ginger cakes.

4 Mellode dosan cake



@mellode_dosan_cake Patisserie

Mellode Dosan Cake is a high-end bakery café with four locations in department stores, including its flagship store in Sinsa. Known for its signature custom cakes, all desserts and baked goods are made fresh daily, ensuring exceptional taste.

5 FINZ



@finz.seoul Patisserie

FINZ is a premium dessert brand by a pastry chef from Michelin 2-star Mingles, known for its seasonal fruit-topped shortcakes and elegant desserts, available at its Seongsu flagship and Jamsil branch.

6 Slow Oven 06:05



@slowoven_official Bakery

Slow Oven 06:05 is dedicated to offering healthy and delicious bread. Every morning, they use their own natural fermented yeast to create sourdough and a variety of wholesome baked goods.

Lotte Avenuel Jamsil

B1

7 Godiva



@godivakorea Chocolatier

Godiva, a premium chocolate brand with a 90-year history, is named after Lady Godiva. Combining tradition and innovation, it uses top-quality ingredients and techniques to offer fine chocolates in over 100 countries.

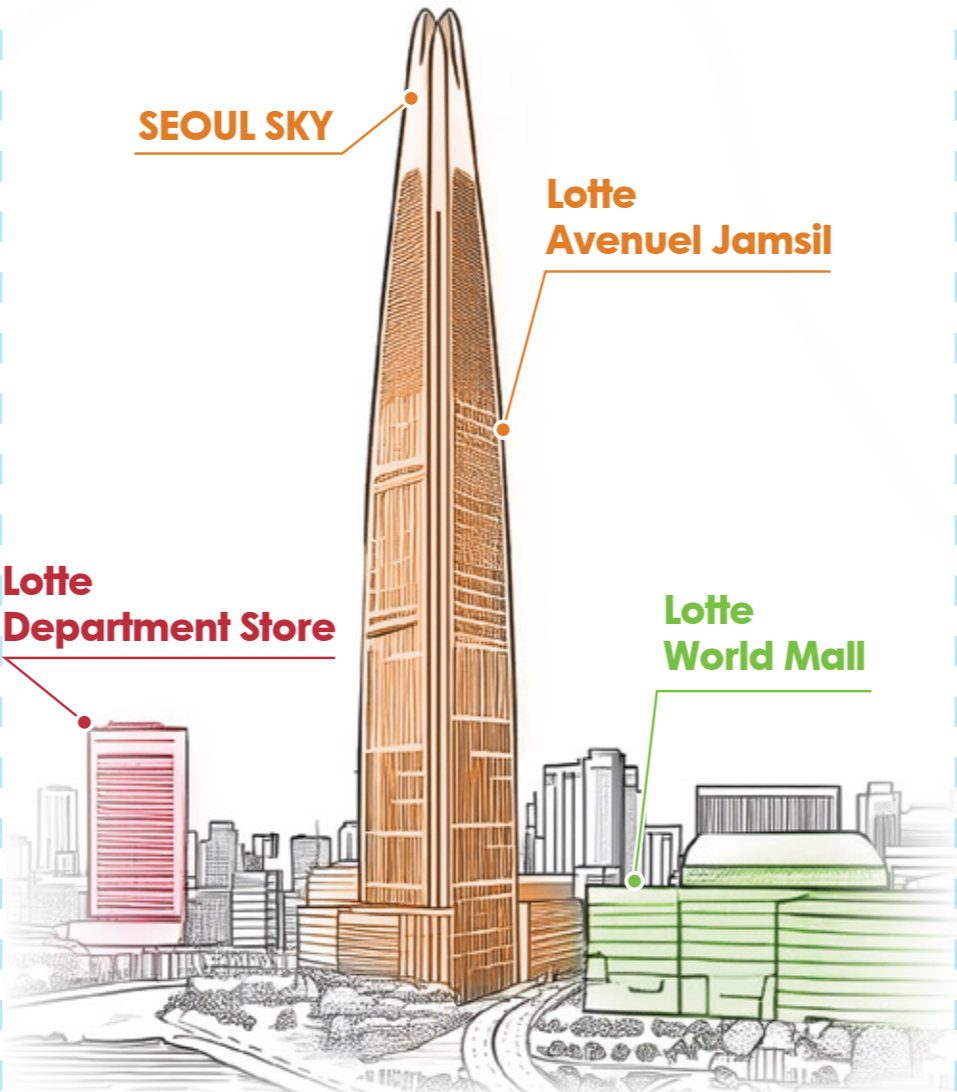
5F

8 Patisserie Kim Young Mo



@kimyoungmo_official Bakery

Founded in 1982 by master pastry chef Kim Young-Mo in Gangnam, Seoul, this premium artisan bakery features high-quality items like Mont Blanc, baguettes, sourdough, gelato, and bonbon chocolates.



Lotte World Mall

B1

9 Tenne



@tennecafe Bakery

Tenne, a bakery café from Seongsu-dong, offers European-style brunch and bakery items. Signature dishes include Queen Amann, brioche, and salt bread. Known for high-quality ingredients and exceptional taste, Tenni is a popular social media spot as well.

10 Tongue



@tongue_cafe Patisserie

Tongue, a dessert café by K-fashion leader Ader Error, is known for its artistic vibe and unique desserts. It features signature items like Emoji Cake and Tongue Cookies, drawing in fashion and art lovers.

11 Krispy Kreme Doughnuts



@krispykremekr Food Service

Krispy Kreme, which opened its first Korean store in 2004, now serves fresh donuts daily at over 100 locations nationwide. Known for its CO2-free production, it offers its signature Original Glazed donuts and seasonal flavors.

1F

12 London Bagel Museum



@london.bagel.museum Bakery

Currently one of Seoul's hottest bagel cafes, it offers a unique experience by combining British ambiance with New York-style bagels. With five locations, including the flagship in Anguk, purchasing products requires a wait via "Catch Table" app. In addition to the top-selling scallion cream cheese bagel, they offer a variety of bagels and meal options.

13 Angel-in-us



@angelinus_coffee Food Service

Angel-in-us is a café franchise operated by Lotte. Based on the concept of "angels within us," it offers a range of soft and sweet espresso-based coffees, along with a variety of bakery items and desserts that pair perfectly with the coffee.

5F

14 Knotted World



@cafeknotted Food Service

Cafe Knotted offers trendy treats with cute packaging, featuring signature items like Milk cream-filled donuts, maritzo, salt bread, and cakes. It also leads trends with new menu items through brand collaborations.

15 Atelier POND bake&more



@atelier.pond Bakery

This bakery concept store from Atelier POND, a premium dessert brand, offers its signature caramel cookies and pound cakes, along with a variety of other baked goods fitting the Bake&More concept.